

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

January 5, 1998

RJR Account #648240  
TBI CORPORATION

**FEBRUARY: DORAL B1G1F / PROMOTION #800018**

Dear Annette:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 120 skus of B1G1F Displays (Item #536645) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
<i>Light</i>	12300-24960	<u>4</u>
<i>Light 100</i>	12300-24961	<u>4</u>
<i>Light Men 100</i>	12300-24963	<u>4</u>
<i>FF 100</i>	12300-24962	<u>4</u>

**DISPLAY DETAIL (#536645)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE :

0.4965

SKU WT (w/o Product):

1.1700 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$942.88

**State Breakdown:**

**MA: 2 Cases Each (Lt / Lt 100 / Lt Men 100 / FF 100) \$237.44**

**NH: 2 Case Each (Lt / Lt 100 / Lt Men 100 / FF 100) \$705.44**

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-2-  
B1G1F  
TBI CORPORATION

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER*  
*LIST*.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE: *DORAL LIGHT / LT 100 / LT MEN 100 / FF 100*

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$78.40 (5.6 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: H. Battle  
L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

FEBB1G1F.DOC

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WHOLESALER : 648240 T B 1 CORPORATION <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEH B1G1F  
 TEMPLATE SEQ : 0023  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112601	112623	107657	MARTIGNETTI LIQUORS	1020 REVERE BEACH	CHELSEA	MA	02150	1		1846-0000	901066	(617)884-3500
113003	113028	613403	CORNER STORE	113 H ST	SOUTH BOSTON	MA	02127	1			907162	(617)269-9788
113003	113028	619496	ADAMS STREET SHELL	761 ADAMS ST	DORCHESTER	MA	02122	1				(617)282-5862
113003	113021	619509	VIC'S NEWS	600 ATLANTIC AVE	BOSTON	MA	02210	1				
113003	113028	640712	HUNTINGTON MARKET	818 HUNTINGTON AV	BOSTON	MA	02115	1			902783	(617)232-6676
113003	113028	688533	BOSTONIAN MARKET	570 TREMONT ST	BOSTON	MA	02118	1			908749	(617)267-3105
113003	113021	695530	FENWAY TEXACO	1241 BOYLSTON ST	BOSTON	MA	02115	1			912055	(617)247-7905
113003	113028	748792	ST PETER'S MARKET	417 ADAMS ST	DORCHESTER	MA	02122	1			905604	(617)287-1602
113005	113026	628470	STOUGHTON QUICK STO	2139 CENTRAL ST	STOUGHTON	MA	02072	1			905679	(617)344-8147
113006	113021	107628	MARTIGNETTI LIQUOR	64 CROSS ST	BOSTON	MA	02113	1		1846-0000		(617)227-4343
113006	113021	189131	ROCCO'S SMOKE SHOP	CONGRESS ST	BOSTON	MA	02109	1			918011	(617)742-5568
113009	113024	724598	HENRY'S MARKET	892 SOUTH ST	ROSLINDALE	MA	02131	1			902726	
113009	113024	738633	VILLAGE GULF INC	25 WASHINGTON ST	BROOKLINE	MA	02146	1				(617)566-8582
163805	163820	693583	SUNOCO A-PLUS	DBA INTER DIALET	METHUEN	MA	01844	1		0362-0106	914234	(508)794-4395
163805	163820	359706	SUNOCO FOOD MART507	119 MERRIMACK ST	METHUEN	MA	01844	1		0362-0106	904805	(508)686-6205
112601	112623	625261	K & S SHELL	520 BROADWAY	REVERE	MA	02151	1			K1003	(617)289-3694
112602	112620	106383	TONYS VARIETY	185 WASHINGTON ST	GLOUCESTER	MA	01930	1				(508)283-0161
112602	112620	580519	JEFF'S VARIETY	71 EASTERN AVE	GLOUCESTER	MA	01930	1				(508)281-5800
112603	112621	078639	RISI'S PACKAGE STOR	64 RIVER RD E	HERLIN	MA	01503	1				(508)838-7336
112604	112626	108232	BILL'S FOOD STORE	53 CONWELL AVE	SOMERVILLE	MA	02144	1			1737	(617)623-9459
112604	112626	451861	QUIK MART	290 HIGHLAND AVE	SOMERVILLE	MA	02144	1			904904	(617)628-1812
112605	112623	412481	BROADWAY MARKET	880 BROADWAY	EVERETT	MA	02149	1				(617)387-7101
112605	112623	474860	STORE 99	709 BROADWAY	EVERETT	MA	02149	1				(617)387-1276
112605	112622	479514	R&D CONVENIENT	219 HIGHLAND AVE	SOMERVILLE	MA	02143	1				(617)628-7209
112605	112623	689976	SAM'S SPA	178 CHELSEA ST	EVERETT	MA	02149	1				(617)389-1377
112605	112622	692890	COMMON MARKET	301 E FOSTER ST	MELROSE	MA	02176	1				(617)665-9844
112605	112623	774340	EVERETT SQ NEWS	445 BROADWAY	EVERETT	MA	02149	1				(617)387-9610
112606	112625	106533	CHESTNUT LIQUOR	348 CHESTNUT ST	LYNN	MA	01902	1				(781)595-3425
112606	112625	276800	ONE A MARKET	126 BROAD ST	LYNN	MA	01901	1			900084	(781)598-6596
112606	112625	326950	READING QUICK STOP	452 MAIN ST	READING	MA	01867	1			12850-B	(617)944-6153
112606	112625	369319	LYNN MOBIL MART	512 CHESTNUT ST	LYNN	MA	01902	1				(781)599-0981
112606	112625	469334	YOUR NEIGHBORHOOD M	103 SCHOOL ST	SALEM	MA	01970	1				(508)741-0406
112606	112625	554451	BOSTON ST VARIETY	122 BOSTON ST	SALEM	MA	01970	1				(508)744-3950
112606	112625	640638	MARKET SQUARE BEVER	3 MARKET SQ	LYNN	MA	01905	1			903724	(781)593-2150
112606	112625	730029	DEES CORNER 2	37 ESSEX ST	LYNN	MA	01902	1				(781)581-5665
112606		739798	ANDY'S SUPERETTE	207 NORTH ST	SALEM	MA	01970	1				(508)741-9423
112606	112625	745374	D&T CONVENIENCE	813 WESTERN AVE	LYNN	MA	01905	1				(781)593-7117
112607	112624	108351	WINSHIP SPA	290 WASHINGTON ST	BRIGHTON	MA	02135	1			906552	(617)254-9486
112607	112624	471934	MARTIGNETTI LIQUOR	1650 SOLDIERS FIE	BRIGHTON	MA	02135	1		1846-0000		(617)782-3700
112607	112624	567215	RENIE'S SPA	472 MAIN ST	WALTHAM	MA	02154	1			905034	(617)899-8311
112608	112627	020151	GETTY MART	309 CHELMSFORD ST	LOWELL	MA	01851	1			903443	(508)458-1257
112608	112627	345019	LAKEVIEW GETTY	801 LAKEVIEW AVE	LOWELL	MA	01850	1			903245	(508)453-5022

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## MOKPLIAN VAP TEMPLATE LISTING

PAGE: 18

DATE: 97-12-08  
TIME: 08:21 AM

WHOLESALE : 648240 T B I CORPORATION <DIRECT>  
 TEMPLATE : 800018 80200 DOR PER HIGL  
 TEMPLATE SEQ : 0023  
 SALES LEVEL : 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112608	112627	573138	STORE 38	368 FAIRMOUNT ST	LOWELL	MA	01852	1			(508) 454-4202	
112608	112627	599146	LOWELL QUICK MART	627 CHEMUNSFORD ST	LOWELL	MA	01851	1			(508) 937-7223	
112609	113024	021430	ANGES SHELL	27 BRIDGE ST	DEDHAM	MA	02026	1			(781) 326-2043	
112609	112624	473957	NEEDHAM EXXON	1417 HIGHLAND AVE	NEEDHAM	MA	02181	1			(617) 235-4753	
112610	112629	103471	GAMMERS MARKET	59 S QUINSIGAMOND	SHREWSBURY	MA	01545	1			(617) 444-5100	
112610	112628	107606	MAUKOS MARKET	4 MAIN ST	SOUTHBOROUGH	MA	01772	1			(508) 485-0977	
112610	112628	383352	CHARLIES MINI MART	36 SCHOOL ST	MILFORD	MA	01757	1			(508) 478-4400	
112610	112628	427927	CHRISTY'S #772 FR	282 E MAIN ST	MARLBOROUGH	MA	01752	1			(508) 481-6240	
112610	112630	761248	LOWELL'S GENERAL STO	1566 WASHINGTON S	HOLLISTON	MA	01746	1			(508) 429-4910	
112805	112629	313507	COLLEGE MOBIL MART	974 SOUTHBURIDGE S	WORCESTER	MA	01610	1			(508) 752-9372	
112805	112827	692880	CONVENIENCE PLUS	65 JAMES ST	WORCESTER	MA	01603	1			(508) 752-9372	
112805	112827	700994	GRAFTON DISC LIQUOR	77 WORCESTER ST	GRAFTON	MA	01519	1			(508) 755-3527	
112805	112629	755966	MASS LIQUORS	392 CHANDLER ST	WORCESTER	MA	01602	1			(508) 839-2241	
112805	112827	744693	COLONY FARMS	1243 MILLBURY ST	WORCESTER	MA	01607	1			(508) 753-0250	
112805	112829	775678	CAMPY'S DELI	201 GRAFTON ST	WORCESTER	MA	01604	1			(508) 753-4091	
112810	112821	555147	CHARLTON FOOD MART	201 GRAFTON ST	WORCESTER	MA	01604	1			(508) 752-6888	
112810	112827	612762	COLONY FARMS	710 SOUTHBURIDGE S	AUBURN	MA	01501	1			(508) 248-4688	
112601	112623	703165	THREE CORNERS TOB	44 MAVERICK SQ	EAST BOSTON	MA	02128	1			(508) 832-2561	
112602	112620	106352	THE LIQUOR LOCKER	287 MAIN ST	EAST BOSTON	MA	02128	1			(617) 569-1993	
112206	112220	073647	CHIC N SHOP	758 1ST NH TPKE	NORTHWOOD	MA	02261	1			(603) 942-8449	
163805	163820	371548	NORTHLAND GROCERY	134 NEWTON RD UNI	PLAISTOW	NH	03865	1			(603) 382-9716	
163805	163823	703546	102 GETTY, INC.	2 MOHAWK DR	LONDONDERRY	NH	03053	1			(603) 434-4554	
163806	163824	103152	SOUTH ST MKT	47 SOUTH ST	CONCORD	NH	03301	1			(603) 224-8666	
163806	163824	104428	LAVALLEE'S STORE	46 GLASS ST	SUNCOOK	NH	03275	3			(603) 485-3121	
163806	163826	608567	STOPPIN BUY	81 S MAIN ST	CONCORD	NH	03301	1			(603) 228-8771	
163806	163826	673284	GETTY MART	242 N MAIN ST	CONCORD	NH	03301	4			(603) 226-9473	
163806	163824	104256	KAYS COUNTRY STORE	206 SO RIVER RDY	BEDFORD	NH	03110	1			(603) 669-4451	
163806	163824	262743	DUTTON ST. CONV.	35 DUTTON ST	MANCHESTER	NH	03104	1			(603) 647-4705	
163806	163824	604770	UNION ST MARKET	621 UNION ST	MANCHESTER	NH	03104	1			(603) 668-8720	
163806	163823	769530	APPLETREE FOOD STOR	280 D.W. HIGHWAY	MERRIMACK	NH	03054	1			(603) 429-2997	
163807	163826	104980	SAMAHAS STORE	137 MAIN ST	PLYMOUTH	NH	03264	1			(603) 536-1457	
163807	163826	283712	LINCOLN KWIK STOP	MAIN STREET	LINCOLN	NH	03251	1			(603) 745-3195	
163807	163826	374877	KYEZAK ONE STOP	P.O. BOX 355	KUMNEY	NH	03266	1			(603) 786-9776	
163807	163826	040765	KEARSARGE MINI MART	JUNCTION 4A 411	POTTER PLACE	NH	03265	1			(603) 735-5578	
163807	163826	367307	PARK-N-GO MARKET	133 PARK ST	TILTON	NH	03276	2			(603) 286-3452	
163807	163826	586509	ROBBINS GENERAL	ROUTE 25	MOUTONBOROUGH	NH	03254	1			(603) 253-4311	
163803	163824	104417	L & J COUNTRY STORE	833 S STARK HWY	WEARE	NH	03281	1			(603) 529-7539	
163803	163821	705943	DOUGER'S STORE	7 CENTRAL SO	NEW BOSTON	NH	03070	1			(603) 487-2241	
163803	163821	104075	RICHMOND 4 CORNERS	3 WINCHESTER RD	WINCHESTER	NH	03470	1			(603) 239-6145	
163803	163821	104077	MORTS GROCERY	RT 9	SPOFFORD	NH	03462	1			(603) 363-4366	
163803	163821	333552	R.T. TYLER GEN. STOR	MAIN STREET	HINSDALE	NH	03451	1			(603) 336-5381	

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WHOLESALE : 648240 T B I CORPORATION <DIRECT>  
 TEMPLATE : 800018 80200 DOR FEB B1G1F  
 TEMPLATE SEQ : 0023  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163803	163821	562095	MR. P'S CONV. STORE	C/O PATENODE OIL	WEST SWANZEY	NH	03469	2			10552	(603)357-9428
163803		708781	DEPOT GENERAL STORE	EAST LAKE ROAD	FITZWILLIAM	NH	03447	1				(603)585-3385
163803	163826	723708	COUNTRY MAID MKT	RT 114	HENNIKER	NH	03242	1				(603)428-3884
163803	163821	742026	NEW IPSWICH MARKET	RT. 24	NEW IPSWICH	NH	03071	1			904243	(603)878-2242
163803	163821	755664	COLEMANS CNTRY STOR	234 KEENE RD	WINCHESTER	NH	03470	1				(603)239-4193
163803	163825	691068	CORONIS MARKET	81 SUNAPPLE STREE	NEWPORT	NH	03773	1				(603)863-1480
163804	163822	473541	PINE STREET MARKET	112 PINE ST	NASHUA	NH	03060	1			904755	(603)882-0271
163804	163822	657401	E HOLLIS ST VARIETY	131 E HOLLIS ST	NASHUA	NH	03060	4			901926	(603)598-5484
163805	163820	104479	HAMPSTEAD PHARMACY	ROUTE 121 N.	HAMPSTEAD	NH	03841	1			902601	(603)329-5534
112206	112220	104776	GERRY'S VARIETY	66 LINCOLN ST	EXETER	NH	03833	1			6233-A	(603)778-8906
163807	163826	684933	BOYDS MARKET	MAIN ST	PITTSFIELD	NH	03263	1			900654	(603)435-8851
163807	163826	703109	CAREY'S MARKET	63 N MAIN ST	BOSCAWEN	NH	03303	1			916775	(603)753-4435
163807	163826	724756	GREENS CORNER STORE	RTE 162	CENTER HARBOR	NH	03226	1		2794-0200		(603)253-4514
163807	163826	738078	LACONIA SUNOCO	UNION AVE	LACONIA	NH	03246	2			916494	(603)524-9747
163807	163826	743039	GILFORD SQUARE MKT	RR 11 BOX B	GILFORD	NH	03246	1			912493	(603)293-7230
112208	112225	104722	GEORGE & EDS GROCER	137 N MAIN ST	ROCHESTER	NH	03867	1			6201-D	(603)332-3670
112208	112225	104757	PRONTO MARKET	CENTER ST	WOLFEBORO	NH	03894	1			904839	(603)569-5098
112208	112225	743733	A&B MINIMART	1260 PROVIDENCE L	E WAKEFIELD	NH	03830	1				(603)522-3514
112208	112220	755562	125 QUICKIE	105 MAIN ST GONIC	ROCHESTER	NH	03867	1				(603)335-1286
112208	112225	774356	ROCHESTER GULFMART	95 FARMINGTON RD	ROCHESTER	NH	03867	1				(603)332-4101

PAGE BREAK TOTAL ACCOUNTS 105 TOTAL QUANTITY 116

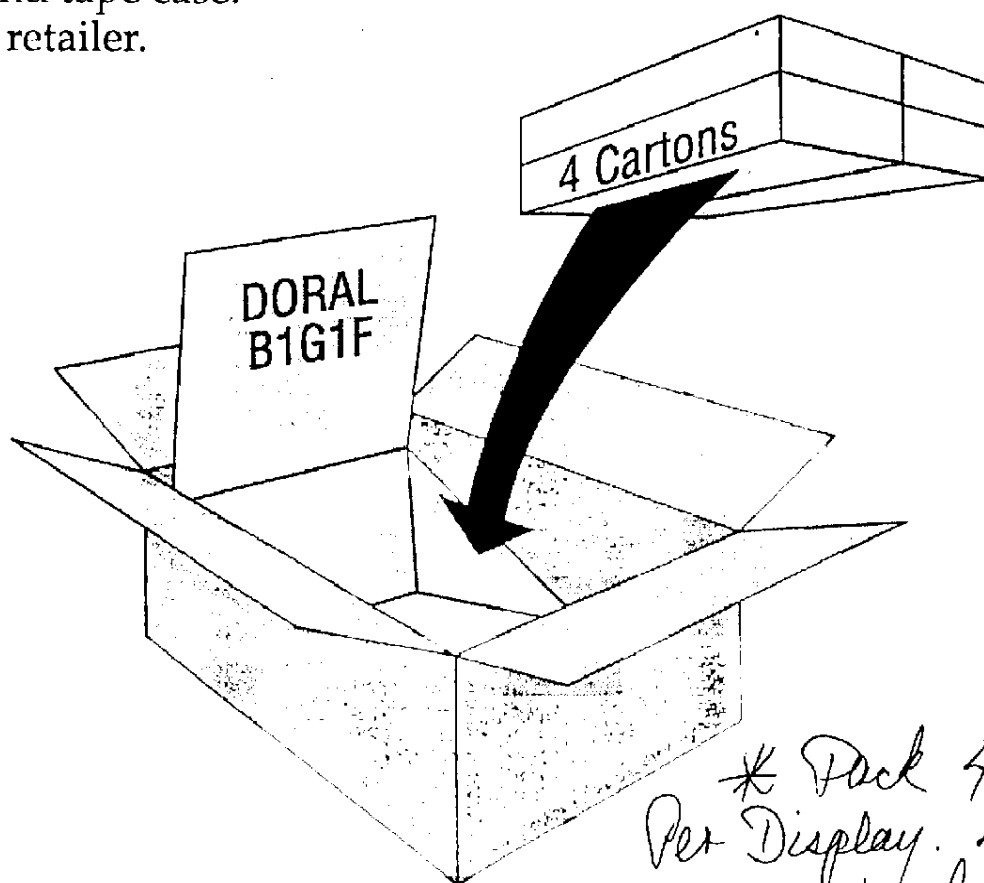
TEMPLATE TOTAL ACCOUNTS 105 TOTAL QUANTITY 116

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## February DORAL B1G1F

*(Buy 1 Pack Get 1 Free)***STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



*\* Pack 4 Cartons  
Per Display. 4 Styles  
may not be shipped  
to all DIRECT Accts.*

Item: # 536645

Description: DORAL B1G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

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# February Brings Great Deals From Doral With This Buy 1 Get 1 Free Promotion!

Your customers will love picking up their favorite styles of Doral. Especially when they can **Buy 1 Pack and Get One Free**.

This promotion starts with 2-pack sleeves and comes pre-packaged in a 20-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

## Paster



## 2-Pack Sleeve



## Counter Display



The Special Paster and Counter Display work together to call out this money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

## Details -

- 4 Cartons per SKU
- 20 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free